



2614  
PATENT *Bhw*

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Patent Application of:

Inventor(s) : Shintani et al.  
Filed : 1/2/2001  
Serial No. : 09/752,968  
Confirmation No. : 1765  
Group Art Unit : 2614  
Examiner : Sheleheda, James R.  
Docket Number : SNY-P4164  
Title : TARGETED ADVERTISING DURING PLAYBACK OF  
STORED CONTENT

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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JERRY A. MILLER Reg. No. 30,779  
(Applicant, Assignee or Reg. Representative)

*[Signature]*  
Signature

10/13/04  
Date

### RESPONSE TO OFFICE ACTION

Sir:

#### INTRODUCTORY COMMENTS:

This communication is responsive to the Office Action dated 8/16/2004 in which all claims were rejected. Applicant(s) respectfully request reconsideration in view of the following:

S/N 09/752-968



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**TRANSMITTAL LETTER**

Sir:

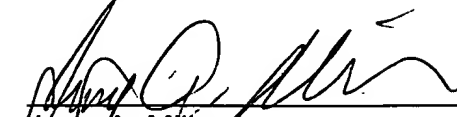
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- Response to Office Action
- Certificate of mailing
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The Commissioner of Patents is hereby authorized to charge any required fees or credit any overpayment of such fees to deposit account number 50-1267.



Respectfully submitted,

  
Jerry A. Miller  
Registration No. 30,779

Dated: 10/13/04

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Signature Date